

NEWPORT MESA

JULY / AUGUST 2015


MAGAZINE



Optivest, Inc.

Pairing Elite Investment Research With Personalized
"Family Office" Services For OC's Wealthiest Families

SERVING NEWPORT BEACH, COSTA MESA, IRVINE AND LAGUNA BEACH

A photograph of two men in dark suits standing outdoors. The man on the left has light brown hair and is wearing a blue patterned tie. The man on the right has grey hair and a mustache, and is wearing a purple tie. They are both smiling. The background shows some greenery and a blurred landscape.

The pursuit of an advantageous alliance such as that formed with SageView is a good example of how Mark and the team at Optivest like to operate. They are always looking for ways to bring enhanced value to their clients.

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Pairing elite investment research with personalized “family office” services for Orange County’s wealthiest families

by BETSY SANZ • *photography by* ANTHONY HOLGUIN, RAYMOND PHOTOGRAPHY

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nless you manage a \$1 billion pension plan or you are simply a gabillionaire, chances are you don’t have a multimillion-dollar research team at your disposal to tell you where to put your money and when to do it. Even your broker likely uses research based solely around the products he or she represents, as

opposed to what is available worldwide. Independent research by the brightest minds with the widest visibility to world markets comes at a hefty cost. The reality is that the “little guy” (with investable cash of less than a hundred million or so) is priced out of the advantages of independent investment research.

The clients at Optivest, Inc. are now an exception to that rule.

Mark Van Mourick was a senior vice president at Smith Barney and their leading retail stock broker in Orange County when he decided that the big investment firm model wasn't the best that life or money had to offer his clients. Something else was possible.

Mark looked at famously wealthy families and recognized that they not only had hard-hitting finance and investment managers for every phase of their careers, but knowledgeable advisors for every facet of their lives. It was "the family office," where the family's money was managed like a business, where every investment was customized to the particular priorities and concerns of the family, and where personal pursuits and interests were supported as seriously as business ventures. That's what Mark wanted to provide for his clients: a family office to advise every part of life.

So he made a leap from Smith Barney and he invited only twelve of his 1,200 clients to leap with him. The result was Optivest, a high-touch boutique investment firm founded on the premise that no two clients are the same, so neither should their portfolios be.

That was 25 years ago. Today, Optivest is what Mark intended it to be. Serving high-net worth clients with a minimum of \$5 to \$100 million of investable cash, Mark and the Optivest team manage the investments of sixty individuals and families on a personal basis.

Optivest has always striven for superior returns and low volatility through a strategic blend of securities, fixed income and real estate. As an independent advisor, Mark would often be pitched by money managers who for the most part offered only the options made available by the firm they represented. But Mark wanted the best of both worlds for the Optivest clientele: the personal service of the family office and the investment advantages of independent research. That's a tall order; there's a reason that no one is really offering it. So this year, Optivest has formed a unique partnership to do what few other family offices are doing.

SageView Advisory Group is one of very few independent CFA-designated financial services firms offering proprietary analytics and dedicated research teams, primarily to institutional retirement plans. Led by CEO Randy Long, SageView is responsible for over \$19 billion in investment funds. Mark and the team at Optivest are proud to have formed an alliance with SageView as it produces hard-hitting research on par with the big houses, but without the bias.

Optivest's unique access to SageView's research opens up a new standard for Optivest clients. Mark Van Mourick and his team have always taken the approach of broad diversification by dividing money between stock and bond managers; between long and short investments; risk arbitrage or option writing; investing in equity returns targeting less volatility, as well as international stock (developed and developing). By partnering with SageView, Optivest is now able to diversify individual and family portfolios over 26 "stress tested" categories (thirteen stocks and thirteen fixed-income) such as U.S. and foreign bonds in both U.S. and foreign currencies, hedged fixed-income and allocations to commodities and managed futures. Not only are these new portfolios more diversified, the separate managers are all top institutional funds, thoroughly researched by SageView.

Such broad options are typically available only to large pensions, not to retail investors such as those individuals and families that Optivest represents. The outcome? Optivest portfolios should be higher returning and less volatile than those of competitive providers, with an uncommon capacity for larger family accounts that seek institutional quality management but would still like the personal attention of family office.

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Mark's passion for exit strategy inspired him to form the Orange County Exit Planning Roundtable, a group of eight leading experts seasoned in the process of exiting a business, who have come together in a way that is unique in the nation. Their purpose is to help owners of midmarket businesses (\$20-\$200 million in annual sales) to build revenue, increase efficiencies and streamline negotiation points prior to sale so they exit at the highest value possible. Through the process (which can take as long as a few years), the Roundtable acts as the coaching team, supporting and advising clients through every twist and turn, so that they land squarely on their feet at the beginning of a retirement that is planned, secure and expressive of their personal dreams.

And dreams are germane to the Optivest culture. Optivest is foundationally in the business of managing the irreplaceable capital for its clients; but when security is in place, Optivest is also there to support clients in pursuit of higher concerns. Optivest Client Services is dedicated to providing exclusive, personalized lifestyle services through their network of experts and luxury partnership alliances. As Mark says, they support clients in addressing those issues that either "keep them up at night" or "light them up in life." Is there a health concern that needs attention from the nation's best specialists? Do they need support in planning their child's college education? Is there a major purchase requiring negotiation help? Optivest's concierge is capable of managing art collections, coordinating travel and leisure plans, appointing house managers and personal assistants, and even wedding planning.

Whether it's the partnership with SageView for optimum investment performance, the OC Exit Planning Roundtable for guidance in a critical time, or personalized Client Services that simply make life more joyful and fulfilling, Optivest's Concierge has truly become the family office that Mark Van Mourick envisioned years ago. And it's as much his own family office as it is his clients'. Mark and his family are Optivest's fifth largest account. As Mark likes to say, he's eating his own cooking.

When Mark pursues his own higher concerns, he invites his clients to join him. Ten percent of gross revenue at Optivest goes into the The Optivest Foundation that distributes funds for charitable purposes. Several weeks out of the year sees Mark (with his wife of 33 years and their three children) overseas in personal distribution of those funds. They organize Optivest service trips, typically to developing countries, where money goes a long, long way. The Van Mouricks and the Optivest clientele have funded and personally helped build schools, orphanages, clinics, wells and more in many countries.

Mark Van Mourick and the team at Optivest understand that, ultimately, wealth is not about the amount of money you have, but the life you live. If you are considering exiting the business you've worked hard to build, or if you're looking for an investment and lifestyle advisor who will provide personal attention informed by the best research and services available anywhere, give Mark or the Optivest team a call.

Optivest, Inc. is located in Dana Point Harbor. Connect with them today by calling (949) 363-8686, email Mark Van Mourick directly at mark@optivestinc.com or visit www.optivestinc.com